



**OTAB Marketing Report
September 2015
Reported October 27th, 2015**

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Blake Jackson, Marketing Coordinator
- Frank Cordero, Social Media Coordinator

Advertising & Social Media

- Fuseideas
 - Steve Mason, Senior Vice President
 - CJ Kaplan, Chief Creative Officer
 - Geenamarie Shuttleworth, Account Executive
 - Michael Durwin, Social Media

Website & Email Newsletters

- Studio X
 - Kyle Langan, Webmaster
 - Trudy Gibson, Project Manager

Press/Media

- Lou Hammond & Associates
 - Terry Gallagher
 - Carlyn Topkin
 - Matt Sessions

Santa Fe Guide

- Bella Publishing
 - Bruce Adams, Publisher
 - Bryan Cooper, Editor

HIGHLIGHTS & ACTION ITEMS

2015 Q3 Marketing Metric Results Summary

- Website [Y/Y change]
 - Visits: 318,721 [▼ 13%]
 - Unique Visits: 254,039 [▼ 11%]
 - Pages per Session: 2.64 [▼ 6%]
 - Average Time on Site: 2:59 [▲ 6%]
 - Conversion Rate: 14.1% [▲ 8%]

- Blog [Y/Y change]
 - Page Views: 9,148 [▲ 40%]
 - Website Referrals: 34.8% [▼ 1%]
- Email Newsletters (Averages) [Y/Y change]
 - Consumer: Happenings
 - Email List: 49,674 [▲ 16%]
 - Happenings Open Rate: 18% [▲ 4%]
 - Consumer: Stay Another Day
 - Email List: 25,678 [▲ 58%]
 - Open Rate: 21% [▲ 3%]
 - Industry: Marketing Report
 - Email List: 1,111 [▲ 22%]
 - Open Rate: 32.2% [▼ 12%]
 - Industry: Sales Report
 - Email List: 1,118 [▲ 16%]
 - Open Rate: 36.1% [▲ 16%]
- Public Relations [Y/Y growth]
 - Pitches: 120*
 - Press Releases: 14*
 - Media Visits: 37 [▲ 164%]
 - Media Contacts: 705 [▲ 7%]
 - Earned Media: \$8,296,881 [▲ 163%]
- Social Media [Q2/Q1 change]
 - Facebook likes: 38,913 [▲ 3%]
 - Facebook engagement: 77,843 [▲ 7%]
 - Twitter followers: 9,542 [▲ 4%]
 - Instagram followers: 4,142 [▲ 45%]
 - Pinterest follower: 1950 [▲ 7%]
 - YouTube subscribers: 161 [▲ 6%]
 - YouTube views: 3,276 [▲ 22%]
 - Trip Advisor page views: 40,608 [▼ 20%]
- Santa Fe Guide [Y/Y change]
 - Distributed guides: 57,403 [▲ 10%]
- Visitors [Y/Y change]
 - Visitor center visits: 38,433 [▲ 71%]**

Please see 2015 3rd Quarter Marketing Report for details.

*These PR Metrics have been modified to track press releases and pitches separately.

** Includes numbers from new Plaza visitor center, resulting in large Y/Y change.

September “Santa Fe 400 Years of History” Press FAM

This Sept. 10–14 press trip had a history and culture theme. We had 6 writers on the trip:

Irene Lacher, *Arroyo Monthly*

- Based in Pasadena
- Circ:** 25,000; **UMV:** N/A
- Outlet:** Arroyo Monthly is the Pasadena area’s original home and lifestyle magazine. Sections highlight the arts, home, real estate, food and wine, health and beauty, travel, etc. The Travel section introduces readers to great values and tips on a variety of adventures, whether a backyard getaway or an exotic cruise

Mary Anne Been, *JetSet Extra*

- Based in Burbank
- UMV:** 70,013
- Outlet:** JetSet Extra is the go-to online travel hub for industry professionals and seasoned and aspiring travelers looking for inspirational vacation ideas. Content includes exemplary in-house professional video production, as well as entertaining and informative articles

Laurie Wallace-Lynch, *Goodlife Magazine*

- Based in Ontario
- Circ:** 51,018; **UMV:** N/A
- Outlet:** A luxury, lifestyle magazine for high-end readers based out of Mississauga, Ontario that will be expanding to Toronto in coming months. Outlet is produced bi-monthly.
- Story Focus:** Top things to do and see. Culinary focus

Leah LeMoine, *Phoenix Magazine*

- Based in Phoenix
- Circ:** 77,291 ; **UMV:** 71,139
- Outlet:** Written for the residents of and visitors to the metropolitan Phoenix area. Covers the local culture and entertainment scenes, travel, political and historical articles.
- Story Focus:** Destination overview

Alexandra Pecci, *Northshore Magazine*

- Based in New Hampshire
- Circ:** 40,000; **UMV:** 56,233
- Outlet:** A regional lifestyle magazine exclusively for the North Shore of Boston. Regular features emphasized a variety of interests, including real estate, business, family, cultural events, fine dining, travel and shopping.
- Story Focus:** Destination overview

Marieve Inoeu, *Divine.ca*

- Based in Montreal
- UMV:** 95,507
- Outlet:** Website designed for Canadian women. Editorial contains feature articles, contests, quizzes, Q&As, advertorials, discussion forums and blogs. Topics of interest include fashion, beauty, food, decor, fitness, nutrition, health, career, money, relationships, sex, entertainment, pregnancy and parenting.
- Story Focus:** Destination overview and Fiesta de Santa Fe

In addition we had a total of 14 press visitors last month—including Wine Enthusiast, AFAR, Travel + Leisure, and Conde Nast U.K.

Get Santa Fe Guides for Your Visitors

We are working on getting out the last of the 2015 visitor guides for 3rd and 4th quarter. Don't get caught short of Santa Fe Guides for visitors. Just a quick visit to santafe.org and you can arrange to pick up Santa Fe Guides for the upcoming Fall Season. There is still a lot happening in Santa Fe!

ADVERTISE WITH US! Advertising opportunities are available in the 2016 Santa Fe Guide. Contact Bruce Adams for information, badams@santafean.com or call 505-690-5904.

Add the Official SANTAFE.ORG Badge to Your Site

We are asking business partners to show their love for Santa Fe with the official Santa Fe website badge—which comes in two styles and sizes. By sharing santafe.org with larger audiences, you are sharing all the reasons why Santa Fe is one of the top travel destinations in the world. The badge is available from the [Industry Partners Page](#) or you can [Get Your Badge Now!](#)



The Valles Caldera Needs Us

There is a new business opportunity for you to grow your tourism business in Valles Caldera! **The Valles Caldera has been added to the National Park Service and they are looking for vendors who can provide specific services to visitors to the area.** This will bring more people to see another National Monument and increase Santa Fe occupancy. These are the kinds of activities for which they need suppliers:

- Provide Camping Gear/Supplies
- Lead Snowshoeing excursions
- Provide Mountain Bike rental/repair/supplies
- Be a Hunting/fishing guide and provide supplies
- Manage the lodge on the property
- Provide Horseback riding services/programs
- Animal Retrieval/Preservation Services (like taxidermy)
- Food Services/Catering/Food Trucks are an option
- Balloon rides/Parasailing (Air or Motorized)
- Provide Sleigh Riding events in winter
- Transportation Services for tours (Van, Bus)
- Special event operations (extreme sports, sporting events, camps, reality shows)

For more information visit newmexicohospitality.org/news/valles-caldera-needs-you.

Recent Accolades

USA Today 10 Best named Santa Fe #1 in the following three national polls:

Best Destination for Culturephiles

- **Best Destination for Outdoor Enthusiasts**
- **Best Destination for Shopaholics**

The Culture Trip named the Museum of Indian Arts and Culture and the Museum of Contemporary Native Arts as **“Top Places in the U.S. to See Native American Art.”**

The Daily Meal selected The Shed in Santa Fe as **America’s 4th Best Burrito** and **America’s 4th Best Tacos**.

USA Today 10 Best selected El Rancho de Las Golondrinas as the **#2 Best Fall Harvest Festival**.

American Planning Associated named the Santa Fe Railyard as one of the **Great Places in America** in the 2015 Great Public Spaces category.

Community Partner Meetings

TOURISM Santa Fe officials met with the following partners/ organizations:

- Site Santa Fe
Inn of the Loretto
- Santa Fe Italian Film Festival
- Santa Fe Opera
- Locations Included in the September Press FAM
 - Inn on the Alameda
 - New Mexico Museum of Art
 - Hotel Santa Fe
 - La Fonda on the Plaza
 - Edible Santa Fe
 - Modern General
 - New Mexico History Museum
 - Rosewood Inn of The Anasazi
 - Lumineria
 - Santa Fe Farmer’s Market
 - Ten Thousand Waves
 - Santa Fe School of Cooking
 - Casa Chimayo
 - Il Piatto
 - La Plazuela at La Fonda
 - Kakawa Chocolate House
 - The Shed
 - Rancho De chimayo
 - Sunrise Springs Wellness Resort

- Santa Fe Arts Commission
- Cowboys and Indians
- Julia –Restaurant & Bar
- Allan Houser Sculpture Garden
- Santa Fe Film Festival
- Wine & Chile
- Vinaigrette
- Eloisa

MONTHLY METRICS

Website & Newsletters

September 2015 Performance Metrics

Visits

- 104,399 Total Visits
- 73.15% New Visits
- 2.54 Pages per Session
- 2:45 Average Time on Site
- 264,678 Total Pageviews

Visitor Gender

- 60.3% Female
- 39.7% Male

Visitor Age

- 6.04% 18 - 24
- 15.96% 25 - 34
- 14.72% 35 - 44
- 15.97% 45 - 54
- 27.17% 55 - 64
- 20.13% 65+

Newsletters

- Santa Fe Happenings
 - Sent: September 11, 2015
 - Number sent: 49,404
 - Number opened: 8,652
 - Open rate: 17.62%
- TOURISM Santa Fe Marketing Report
 - Sent: September 9, 2015
 - Number sent: 1087

- Number opened: 358
 - Open rate: 32.93%
- Stay Another Day in Santa Fe
 - Sent: September 25, 2015
 - Number sent: 25,519
 - Number opened: 5,153
 - Open rate: 20.19%
- TOURISM Santa Fe Sales Report
 - Sent: September 23, 2015
 - Number sent: 1097
 - Number opened: 395
 - Open rate: 36.01%
- Balloon Fiesta Newsletter (drive market)
 - Sent: September 28, 2015
 - Number sent: 13,784
 - Number opened: 2,717
 - Open rate: 21.22%

*Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

SOCIAL MEDIA

Summary

Social media is all about sharing! September social media activity reminded us that “re-shared” photos rock across social media channels. Shared posts from TOURISM Santa Fe channels and our fellow business partners impact all of our reach. Together we can expand the reach of our beautiful city. A big thank you goes out to @W_Swanick on Instagram for her black and white photograph of Zozobra—which we shared. It generated great social engagement.

We tested time lapse video for the first time on both Facebook and Instagram, and received impressive results. The time lapse video of one of our sunsets organically reached over 10,000 Facebook users. We’d love to see your time-lapse videos!

TOURISM Santa Fe would like to spotlight Hotel Santa Fe. Their Social Media Coordinator, Elizabeth Seratt, has diligently shared the blog posts from our blog! In a conversation earlier this week, Elizabeth said the best part of her job is reading the stories and seeing the photos from guests from all over as they explore our city she loves so much. “Social media is an incredibly powerful tool for story-telling, and I’m so glad I get to be part of that” she said. We post a new blog every Tuesday!

Follow, share, and interact with us on social media! Don’t forget to add #SantaFe, #SantaFeNM or #TheCityDifferent to your posts!

Facebook: www.facebook.com/SantaFeTourism

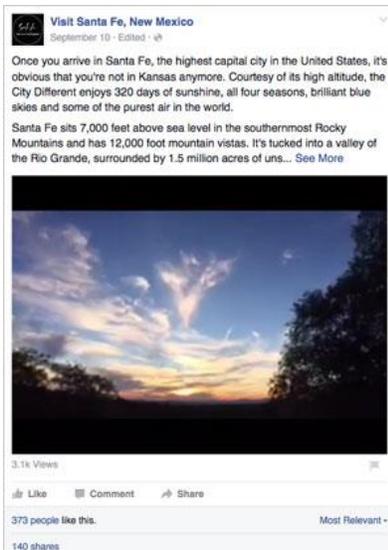
Twitter: twitter.com/CityofSantaFe/

Pinterest: pinterest.com/cityofsantafe/
Instagram: instagram.com/CityofSantaFe/
YouTube: youtube.com/user/santafeorg
SantaFe.org Blog: santafe.org/blog/

[Facebook](#)

September 2015 Facebook Performance Metrics

- Total Fans: 38,913
- Engagement: 16,932
- People Talking About This: 5,159
- Top Ranking Post, September 10, 2015
 - Likes: 559
 - Shares: 142
 - Comments: 22
 - Reach: 10,004



[Twitter](#)

September 2015 Performance Metrics

- Followers: 9,542
- Monthly Impressions: 72,600
- Engagement: 757

Top Performing Post In September, Santa Fe IndependentFilm Festival: 3,173 impressions



[Pinterest](#)

September 2015 Performance Metrics

- Followers: 1,916

[Instagram](#)

September 2015 Performance Metrics

- Followers: 4,142 (August: 3,803)

Top Performing Post in September, Zozobra: 215 Likes



[Blog](#)

September Blog Posts

Six Awesome Gifts Shop to Hit Up in Santa Fe

- Posted September 29, 2015
- Views: 446

Fall Into Santa Fe Film

- Posted September 22, 2015
- Views: 14

Great Places for an Urban Picnic

- Posted September 15, 2015
- Views: 86

History + Entertainment = The Lensic, A Santa Fe Jewel

- Posted September 8, 2015
- Views: 165

A Day Trip to Chimayo From Santa Fe

- Posted September 1, 2015
- Views: 124

September 2015 Performance Metrics

Total Blog Views: 3,861
Referrals to the Website: 27.6%
Time on Blog: 2.4 minutes

[Trip Advisor](#)

September 2015 Performance Metrics

- Pageviews: 11,015
- Interaction Rate: 8.1%

MEDIA PLACEMENTS

Digital

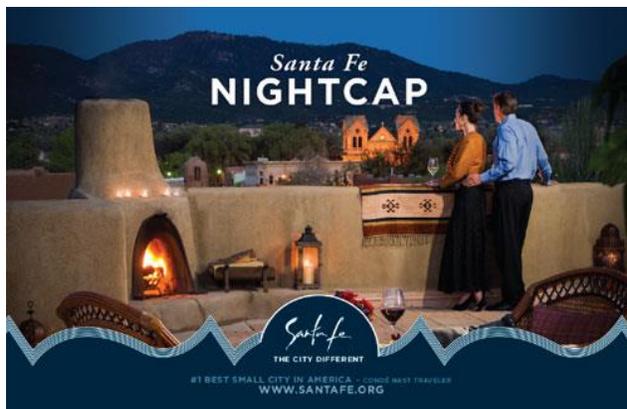
Search Engine Marketing

- Flight Dates: July 1 - June 30, 2016
- Markets: Denver, Colorado Springs, Chicago, Seattle, NYC, Phoenix, Amarillo, Los Angeles, Philadelphia, Dallas, Houston

Art Info

- Flight Dates: September 1 - November 30, 2015

Print



Endless Vacation

- Flight Date: August 1 - October 31, 2015
- Market: West of the Mississippi
- Impressions: 723,899

Outside Magazine

- Flight Dates: September 1 - September 30, 2015
- Markets: National

Hispanic Meetings Travel

- Flight Dates: September 1 - November 30, 2015
- Markets: National

Paid Social

Facebook

- Flight Dates: September 18 - October 1, 2015
- Markets: TX, CO, CA, WA, NY
- Impressions: 24,000

Pinterest

- Flight Dates: September 1 - September 30, 2015
- Markets: Denver, Colorado Springs, Phoenix, Amarillo, Dallas, Los Angeles, Houston, Chicago, New York City, Seattle

PUBLIC RELATIONS

Summary

This was a September to remember, in quantity and quality. Press releases and written copy were up 1,200 percent over September 2014, our 20 media visits were up 185.7 percent, and our \$ 2,538,226 of earned media was a 42.6 percent increase over last year. There were over 300 million impressions for the month, a huge number and more than double last September's.

Quarterly results were similarly strong, with over 930 percent increase in written copy, 164 percent in media visits, and 162 percent increase in earned media value.

Our "400 Year History of A Living City" press tour generated a truly gushing response from each attendee. The same can be said for essentially all of the other 14 visitors last month—including Wine Enthusiast, AFAR, Travel + Leisure, and Conde Nast U.K. Great Job and Thank You to all the partners who supported and continue to support these key visits.

On the awards side, we enjoyed three #1 Best Destination Awards from USA Today Reader's Choice—Outdoors, Shopping and Culture—and a number two Best Fall Harvest Festival for Las Golondrinas among several other notable accolades.

Our sincere thanks to everyone who voted every day, and to our friends at New Mexico Tourism Department, The Santa Fe Chamber Of Commerce, Santa Fe County, and Canyon Road Merchants Association who helped Get Out The Vote. Special thanks as well to those disciplined and dedicated voters such as The Inn & Spa at Loretto who set daily reminders as a team. Awesome job everybody.

Our booming list of awards and accolades is a powerful statement of the rich diversity and high

quality that Santa Fe provides to visitors. Everyone loves a winner, so we encourage partners to stay focused on these important opportunities. Did you do something special or do you have new ideas to help Get Out The Vote, such as for the current Travel + Leisure survey? Please let us know.

Print & Online Articles

Please share some of these links on you web site, social media, and email newsletters.

NEWSPAPER

Oklahoma Magazine included Santa Fe in a piece highlighting weekend getaways from Oklahoma. Read the Oklahoma Magazine article [HERE](#).

Flare posted this dedicated article on Santa Fe. Read the Flare article [HERE](#).



Los Alamos Monitor published this article on Viva Santa Fe. Read the Los Alamos Monitor article [HERE](#).

As a result of TOURISM Santa Fe hosting Jay Jones in Santa Fe on August 12-14, **Chicago Tribune** provided coverage of the destination in this article titled, “Albuquerque vs. Santa Fe: It depends what you want.” Coverage ran online and in print. Read the Chicago Tribune article [HERE](#).

The article from **Chicago Tribune** was also syndicated to the following outlets:

- [Baltimore Sun](#)
- [Morning Call](#)
- [Orlando Sentinel](#)

- [Hartford Courant](#)
- [Daily Press](#)
- [Sun Sentinel](#)

Los Alamos Daily Post provided this coverage of events taking place in Santa Fe in September. Read the Los Alamos Daily Post [HERE](#).



Los Alamos Monitor provided this coverage of the Santa Fe Thunder Half Marathon. Read the Los Alamos Monitor article [HERE](#).

Otschweiz Am Sonntag published this dedicated article on Santa Fe. Coverage ran online and in print. Read the article [HERE](#).

Albuquerque Journal posted this dedicated coverage of the “All Trails Lead to Santa Fe, Three Trails Conference.” Read the Albuquerque Journal article [HERE](#).

USA Today included the Santa Fe Animal Shelter & Humane Society in an article, “Voluntourism: Animal Shelters that need your help.” Read the USA Today article [HERE](#).

The following news publications ran syndicated coverage of the article from **USA Today**:

- [Cincinnati Enquirer](#)
- [Courier Journal](#)
- [Democrat and Chronicle](#)
- [Indianapolis Star](#)
- [Ithaca Journal](#)
- [Journal and Courier](#)
- [News Press](#)
- [Star Gazette](#)
- [Star Press](#)
- [Town Talk](#)
- [Wausau Daily Herald](#)



The Durango Herald posted this coverage highlighting the result of USA Today's 10 Best "Best Destination for Outdoor Enthusiasts" survey. Read The Durango Herald article [HERE](#).

Palm Beach Post posted this dedicated coverage highlighting the result of USA Today's 10Best "Best Destination For Shopaholics" survey. Read the Palm Beach Post article [HERE](#).

Palm Beach Daily News posted this coverage highlighting the result of USA Today's 10 Best "Best Destination For Shopaholics" survey. Read the Palm Beach Daily News article [HERE](#).

WEBSITES

Examiner.com posted these six articles on Santa Fe:

- [Summer of Color - 2015 events in Santa Fe](#)
- [If you love music, you'll love Santa Fe's 2015 summer music schedule](#)
- [New Santa Fe Visitors Center opens on The Plaza](#)
- [The Great Race 2015 vintage car rally to converge in Santa Fe](#)
- [Summer 2015 events calendar for Santa Fe New Mexico](#)
- [Walk and learn the Santa Fe Railyard Arts District](#)

Santa Fe Hometown News provided coverage of The Great Race in Santa Fe. Read the Santa Fe Hometown News article [HERE](#).



Select Traveler included Santa Fe in this round-up of destinations known for their mountains. Read the Select Traveler article [HERE](#).

As a result of TOURISM Santa Fe hosting Steve Cohen in the destination on August 16-21, **The Opera Critic** posted three dedicated articles on the Santa Fe Opera:

- [Higdon's Cold Mountain is enjoyable without being memorable](#)
- [A Psychosexual Salome](#)
- [A Rigoletto Strong in Sound](#)

Yahoo Travel included Santa Fe in this article, "The Perfect Road Trip Through Magical New Mexico." Read the Yahoo Travel article [HERE](#).

CNN included Santa Fe in this round-up of "20 Great Places to Travel to This Fall." Read the CNN article [HERE](#).

KRQE News provided coverage of the CNN article where Santa Fe was ranked as a top place to travel this fall. Read the KRQE coverage [HERE](#).

Colorado Expression posted this dedicated article on the destination titled, "Santa Fe for All Seasons." Read the Colorado Expression article [HERE](#).

Fodor's Travel posted this dedicated article on the destination titled, "5 Reasons to Go to Santa Fe Now." Read the Fodor's Travel article [HERE](#).

As a result of Myscha Theriault visiting Santa Fe in November 2014 and ongoing outreach, **Stars and Stripes** included the Green Chile Cheeseburger Smackdown in this article on fall foodie festivals. Read the Stars and Stripes article [HERE](#).

As a result of Silvia Lucero visiting the destination in September, **La Trotamundos** posted the following three dedicated articles on Santa Fe:

- [Napoleon Garcia](#)
- [10 Things That I Fell in Love With in Santa Fe](#)
- [Santuario de Chimayo](#)

Solo Traveler included Santa Fe in this round-up of "Solo Travel Destinations for Christmas and New Year's." Read the Solo Traveler article [HERE](#).

KRQE News provided coverage of Santa Fe in the USA Today 10 Best destination polls in this article titled, "Santa Fe ranked top city for Culturephiles." Read the KRQE News coverage [HERE](#).

Daily News 724 provided coverage of Santa Fe in the USA Today 10 Best destination polls in this article titled, "Santa Fe ranked top city for Culturephiles." Read the Daily News 724 coverage [HERE](#).

The Daily Meal posted this coverage of the Inn of the Anasazi Restaurant and Bar in Santa Fe. Read the Daily Meal article [HERE](#).



The Cheat Sheet included Radish & Rye in Santa Fe in a round-up of best whiskey bars in America. Read The Cheat Sheet article [HERE](#).

Fodor's Travel posted this dedicated piece on the destination titled, "Santa Fe's Top 14 Experiences." Read the Fodor's Travel coverage [HERE](#).

The article from Fodor's Travel was also syndicated to the following outlets:

- [Travel Heaps](#)
- [Smart Travel News](#)
- [MSN Travel](#)

HGTV included Four Seasons Resort Rancho Encantado in Santa Fe in a round-up of most glamorous fire pits in the world. Read the HGTV coverage [HERE](#).

The Daily Meal posted coverage of the destination's culinary scene in an article, "Dining and Drinking in Santa Fe, New Mexico: Fall 2015." Read The Daily Meal article [HERE](#).

Full Van Fun provided dedicated coverage of Santa Fe in this article. Read the Full Van Fun article [HERE](#).



MAGAZINES

Smart Meetings included Hotel Santa Fe The Hacienda & Spa in this feature article on eco-friendly meeting and event venues. Coverage ran online and in print. Read the Smart Meetings article [HERE](#).

Andrew Harper of **Traveler Magazine** featured Santa Fe in an article on inspiring art destinations. Read the Traveler Magazine [HERE](#).

As a result of hosting Amanda Ide in the destination in February 2015, **That's Life** published dedicated coverage of Santa Fe in the 'Travel Tales' column.

As a result of TOURISM Santa Fe hosting Leah LeMoine on the September press trip, **Phoenix Magazine** included the destination in this article, "Tastes of New Mexico: Top 3 Dishes." Read the Phoenix Magazine article [HERE](#).

As a result of Jen Dunkin visiting the destination in June 2015, **Arizona Foothills** provided coverage in an article, "Do You Know the Way to Santa Fe." Read the Arizona Foothills article [HERE](#).

Rejuvenate included Tourism Santa Fe's Sales Director, David Carr in the "40 Under 40" feature. Read the Rejuvenate article [HERE](#).

Print & Online Articles

Patrick Mreyen and Silvia Lucero visited Santa Fe from September 6-8 to research for coverage on the blog, **Los Trotamundos**.

Ted Nyugen visited Santa Fe from September 7-10 to research for destination coverage.

Holly Resignolo visited Santa Fe in September to research for coverage for **Mountain Living**.

Mary-Justine Lanyon from **Mountain News** visited Santa Fe from September 8-12.

Santa Fe Hilton at Buffalo Thunder brought in two additional media to Santa Fe in September.

Belinda Jones from **Bodie on the Road** visited Santa Fe from September 9-11.

TOURISM Santa Fe brought in the following six media to Santa Fe from September 10-14:

- Arroyo Monthly, Irene Lacher
- JetSet Extra, Mary Anne Been
- Northshore Magazine, Alexandra Pecci
- Phoenix Magazine, Leah LeMoine
- Divine.ca, Marieve Inoeu
- Goodlife Magazine, Laurie Wallace Lynch

Alex Schechter from **Monocle, AFAR, and Travel + Leisure** visited Santa Fe from September 15-19 to research for destination coverage.

Lisa Grainger from **Conde Nast Traveller UK** visited Santa Fe on September 19 to research for destination coverage.

Jessica Honard from **Outbound Adventurer** visited Santa Fe on September 22.

Jose Ralat from **Cowboys & Indians** visited Santa Fe from September 23-27.

Christina Pelligrini from **Wine Enthusiast** visited Santa Fe from September 23-27 to research for coverage on the Santa Fe Wine and Chile Fiesta.

Abbie Synan from **Speck on the Globe** visited Santa Fe from September 24-28.

Eva Kisgyory from **Travellina** visited Santa Fe from September 25-27.